

# MANAGEMENT INTERNATIONAL REVIEW 1996 Vol. 36

INDEX TO CONTENTS

#### EDITORIAL BOARD

Professor Raj Aggarwal, John Carroll University, Cleveland - U.S.A. Professor Jeffrey S. Arpan, University of South Carolina, Columbia – U.S.A. Professor Daniel van Den Bulcke, Universiteit Antwerpen – Belgium

Professor John A. Cantwell, University of Reading - United Kingdom Professor Frederick D.S. Choi, New York University - U.S.A

Professor Farok Contractor, Rutgers University, Newark - U.S.A

Professor John D. Daniels, Indiana University, Bloomington – U.S.A. Professor S. García Echevarría, Universidad de Alcála de Henares, Madrid – Spain

Professor Lawrence A. Gordon, University of Maryland, College Park - U.S.A. Professor Sidney J. Gray, Warwick Business School, Coventry – United Kingdom Professor Geir Gripsrud, Norwegian School of Management, Sandvika – Norway Professor Gunnar Hedlund, Stockholm School of Economics – Sweden

Professor Jean-François Hennart, University of Illinois, Champaign - U.S.A. Professor Georges Hirsch, Centre Franco-Vietnamien de Formation à la gestion, Paris - France

Professor Neil Hood, University of Strathclyde, Glasgow – United Kingdom Professor Eugene D. Jaffe, Bar-Ilan University, Ramat-Gan – Israel Professor Erdener Kaynak, Pennsylvania State University, Middletown – U.S.A.

Professor Yui Kimura, University of Tsukuba, Tokyo - Japan Professor Brij N. Kumar, Universität Erlangen-Nürnberg - Germany

Professor Michael Kutschker, Katholische Üniversität Eichstätt, Ingolstadt – Germany Professor Reijo Luostarinen, Helsinki School of Economics – Finland Professor Klaus Macharzina, Universität Hohenheim, Stuttgart - Germany Professor Roger Mansfield, Cardiff Business School - United Kingdom Professor Mark Mendenhall, University of Tennessee, Chattanooga - U.S.A. Professor Rolf Mirus, University of Alberta, Edmonton - Canada Professor Michael H. Moffett, American Grad. School, Phoenix - U.S.A.

Professor Douglas Nigh, University of South Carolina, Columbia - U.S.A.

Professor Krzysztof Y. Obloj, University of Warsaw - Poland Professor Lars Oxelheim, Lund University - Sweden

Professor Ki-An Park, Kyung Hee University, Seoul – Korea Professor Robert D. Pearce, University of Reading – United Kingdom

Professor Lee Radebaugh, Brigham Young University, Provo - U.S.A.

Professor Wolf Reitsperger, Universität Hamburg - Germany Professor Edwin Rühli, Universität Zürich - Switzerland

Professor Alan M. Rugman, University of Toronto - Canada Professor Reinhart Schmidt, Martin-Luther-Universität Halle-Wittenberg - Germany

Professor Hans Schöllhammer, University of California, Los Angeles - U.S.A.

Professor Oded Shenkar, Tel-Aviv University - Israel, and University of Hawaii at Manoa, Honolulu - U.S.A.

Professor Vitor Corado Simoes, Universidade Técnica de Lisboa - Portugal Professor John Stopford, London Business School - United Kingdom

Professor Norihiko Suzuki, International Christian University, Tokyo - Japan Professor Stephen Bruce Tallman, University of Utah, Salt Lake City - U.S.A.

Professor José de la Torre, University of California, Los Angeles – U.S.A. Professor Rosalie L. Tung, Simon Fraser University, Burnaby, BC – Canada Professor Jean-Claude Usunier, Université Louis Pasteur, Strasbourg Cedex - France

Professor Alain Charles Verbeke, Vrije Universiteit Brussel - Belgium

Professor Lawrence S. Welch, Norwegian School of Management, Sandvika - Norway

Professor Martin K. Welge, Universität Dortmund – Germany Professor Bernard Yin Yeung, University of Michigan, Ann Arbor – U.S.A. Professor Masaru Yoshimori, Yokohama National University – Japan

#### BOOK REVIEW EDITOR

Professor Johann Engelhard, Universität Bamberg - Germany

### **EDITOR**

MANAGEMENT INTERNATIONAL REVIEW, Professor Dr. Klaus Macharzina, Universität Hohenheim (510 E), Schloss-Osthof-Ost, D-70599 Stuttgart, Germany, Tel. (07 11) 459-2908, Telex Uniho D 7 22959, Fax (07 11) 459-3288

	No.	Page
Abramson, N. R./Keating, R. J./Lane, H. W.		
Cross-national Cognitive Process Differences:		
A Comparison of Canadian, American and Japanese Managers	2	123
Baird, I. S.: Cf. Lyles, M. A./ Carter, N. M./Baird, I. S.		
Beamish, P.: Cf. Nitsch, D./ Beamish, P./Makino, S.		
Carter, N. M.: Cf. Lyles, M. A./Carter, N. M./Baird, I. S.		
Cho, K. R.: Cf. Padmanabhan, P./Cho, K. R.		
Cunningham, G. M.: Cf. Hassel, L. G./Cunningham, G. M.		
Fina, E./Rugman, A. M. A Test of Internalization Theory and Internationalization Theory: The Upjohn Company	3	199
Geyikdagi, N. V. Geyikdagi, Y. M.  The Combined Effect of International Diversification and Product Diversification Strategies on the Performance of U.SBased Multinational Corporations: A Comment	4	381
	7	361
Geykdagi, Y. M.: Cf. Geykdagi, N. V./Geyikdagi, Y. M.		
Hassel, L. G./Cunningham, G. M. Budget Effectiveness in Multinational Corporations: An Empirical Test of the Use of Budget Controls Moderated by Two Dimensions of Budgetary Participation Under High and Low Environmental Dynamism	3	245
Hu, M. Y.: Cf. Kwon, YCh./Hu, M. Y.		
Huang, ChH.: Cf. Young, S./Huang, ChH./McDermott, M.		
Kanas, A. Exchange Rate Economic Exposure when Market Share Matters and Hedging Using Currency Options	1	67
Keating, R. J.: Cf. Abramson, N. R./Keating, R. J./Lane, H. W.		
Kissling, G. E.: Cf. Williamson, N. C./Lucas, S. R./Miles, B. E./Kissling, G. E.		
Korhonen, H./Luostarinen, R./Welch, L. Internationalization of SMEs: Inward-Outward Patterns and Government Policy	4	315
Kwon, YCh./Hu, M. Y.		
Comparative Analysis of Export-oriented and Foreign Product-oriented Firms' Foreign Market Entry Decisions: A Reply	4	371
Lane, H. W.: Cf. Abramson, N. R./Keating, R. J/Lane, H. W.		
Liuhto, K.	2	267
Estonian Managers at the Gate of the European Union	3	267
Liouville, J./Nanopoulos, C.  Performance Factors of Subsidiaries Abroad:  Lessons in an Analysis of German Subsidiaries in France	2	101
Lucas, S. R.: Cf. Williamson, N. C./Lucas, S. R./Miles, B. E./Kissling, G. E.		
Luostarinen, R.: Cf. Korhonen, H./Luostarinen, R./Welch, L.		
Lyles, M. A./Carter, N. M./Baird, I. S. New Ventures in Hungary: The Impact of U.S. Partners	4	355
Makino, S.: Cf. Nitsch, D./Beamish, P./Makino, S.	-	333
Mascarenhas, B./Sambharya, R. B. The Pattern of Density Dependence in Two Global Industries	4	331
McDermott, M.: Cf. Young, S./Huang, ChH./McDermott, M.		
Miles, B. E.: Cf. Williamson, N. C./Lucas, S. R./Miles, B. E./Kissling, G. E.		
Nanopoulos, C.: Cf. Liouville, J./Nanopoulos, C.		

	No.	Page
Napier, N. K.: Cf. Peterson, R. B./Sargent, J./Napier, N. K./Shim, W. S.		
Nitsch, D./Beamish, P./Makino, S. Entry Mode and Performance of Japanese FDI in Western Europe	1	27
Padmanabhan, P./Cho, K. R.  Ownership Strategy for a Foreign Affiliate:  An Empirical Investigation of Japanese Firms	1	45
Pedersen, T.: Cf. Thomsen, S./Pedersen, T.		
Peterson, R. B./Sargent, J./Napier, N. K./Shim, W. S. Corporate Expatriate HRM Policies, Internationalization, and Performance in the World's Largest MNCs	3	215
Rugman, A. M.: Cf. Fina, E./Rugman, A. M.		
Sambharya, R. B.: Cf. Mascarenhas, B./Sambharya, R. B.		
Sargent, J.: Cf. Peterson, R. B./Sargent, J./Napier, N. K./Shim, W. S.		
Selmer, J. What Expatriate Managers Know About the Work Values of Their Subordinates: Swedish Executives in Thailand	3	231
Shim, W.S.: Cf. Peterson, R. B./Sargent, J./Napier, N. K./Shim, W.S.		
Thomsen, S./Pedersen, T. Nationality and Ownership Structures: The 100 Largest Companies in Six European Nations	2	149
Ulgado, F. M. Location Characteristics of Manufacturing Investments in the U.S.: A Comparison of American and Foreign-based Firms	1	7
Welch, L.: Cf. Korhonen, H./Luostarinen, R./Welch, L.		
Williamson, N. C./Lucas, S. R./Miles, B. E./Kissling, G. E. Protectionist American Businesspeople and Their Firms	2	167
Young, S./Huang, ChH./McDermott, M. Internationalization and Competitive Catch-up Processes: Case Study Evidence on Chinese Multinational Enterprise	4	295
Zaby, A. M. Comparative Analysis of Export-oriented and Foreign Product-oriented Firm's Foreign Market Entry Decisions: A Comment	3	281
Biblio Service		
Emmanuel, C. R./Mehafdi, M. Transfer Pricing (Specker)	2	186
Moore, L. F./Jennings, P. D. (eds.)  Human Resource Management on the Pacific Rim (Festing)	3	285
Rugman, A./Verbeke, A. (eds.) Global Competition: Beyond the Three Generics (zu Knyphausen-Aufseß)	1	85
Shrivastava, P./Huff, A. S./Dutton, J. E. (eds.) Advances in Strategic Management, Volume 10 A (Link)	1	90
Shrivastava, P./Huff, A. S./Dutton, J. E. (eds.) Advances in Strategic Management, Volume 10 B (Schmid)	2	183

## International Business Theory: The Nature of the Firm and the Role of Management SPECIAL ISSUE · 1996/1

	Page
Buckley, P. J. The Role of Management in International Business Theory: A Meta-Analysis and Integration of the Literature on International Business and International Management	7
Buckley, P.J./Chapman, M. Wise Before the Event: The Creation of Corporate Fulfilment	95
Casson, M. The Nature of the Firm Reconsidered: Information Synthesis and Entrepreneurial Organisation	55
Chapman, M.: Cf. Buckley, P. J./Chapman, M.	
Clegg, J./Kamall, S./Leung, M. European Multinational Activity in Telecommunications Services in the Peoples' Republic of China: Firm Strategy and Government Policy	111
Kamall, S.: Cf. Clegg, J./Kamall, S./Leung, M.	
Leung, M.: Cf. Clegg, J./Kamall, S./Leung, M.	